

## Week 6: Online Multimedia

February 24 – March 3

This week may be a completely easy week for you or it may be incredibly challenging. It depends on how far you want to go into it. We are going to look at a few different topics: copyright, YouTube/TeacherTube, podcasts, videocasts and streaming audio. Not only that, but you must make (insert ominous music here) some kind of online multimedia project! In addition, I would like you to take a look at an iPhone, an iPod touch or an iPad. Or some other kind of tablet. But really APPLE IS THE BEST!! STEVE JOBS RULES!!! [okay, ruled...] PCS ARE FOR HACKERS AND BASEMENT DWELLERS!!! Ahem, excuse me. All opinions are valid here and I am happy to hear about how well the other tablets have copied Job's genius... I mean have opened up the field for other manufacturers.

So we will start with the **reading**. First up is Richardson – as usual – pages 109-128. Then please take a look at Jonathan McIntosh's piece on how his spectacular mash-up did or did not violate copyright. (And make sure you watch the video in question, it is a spectacular illustration of what can be done with media mixing.) We are not going to go too deeply into copyright, but you should bear in mind that it is an important issue when dealing with multimedia. Particularly because when you are using these technologies with students who are used to "sampling" culture, you need to beat them over the head with the fact that they need to give credit whenever they sample anyone else's work. Kathy Schrock's "Podcasting in the Classroom" will give you a look at how podcasting can be used...well...in the classroom. If you want concrete tips about creating your own podcast, Torrone's "What Is Podcasting" tells you just that, but you may have had enough after exploring the Schrock, so Torrone is optional.

Your **exploration** runs that gamut this week. I will give you a head's up as to what to expect. I know, this is such a rarity for me! Usually I just throw you in the deep end, but I am feeling extra chatty tonight. Also, the Richardson reading has screen-casting which you should be aware of. You took a look at Jing last week (bad planning on my part) so don't worry about going back to that again.

First up is *YouTube*. It is a video-hosting site that seems to be taking over the world. It house bazillions of videos (estimated) on many different topics. Sadly, many schools block YouTube in the interests of keeping bandwidth flowing freely and due to fears about inappropriate content. (This is the case in my school.) One way around this is to check out *TeacherTube*. The content here is exclusively educational. *Vimeo* is another video site that has wonderful content with a less populist kind of vibe.

*iTunes* is Apple's free music management software. If you don't have it, go outdoors – two of the next three people you see are using it. (If you are in a high school, raise those numbers to 87 out of 88.) It is not just for Macs. If you don't have it already and you don't want to download it you can just look at the introduction. You have other options like The Education Podcast Network, "an effort to bring together into one place, the wide range of podcast programming that may be helpful to teachers looking for content to teach with and about, and to explore issues of teaching and learning in the 21st century."

You can find lots of content in podcast format, but more importantly – you can have students create podcasts. Because of the nature of the class we aren't able to go into that much depth here. I do want you to look at an example there are scads of them on iTunes and EPN.

*VoiceThread* is an application that allows groups to have a conversation around different types of media. If you go there and click on the “What is a voice thread?” link they will explain it a lot better than I can. And they will do it with multimedia – which is the point!

I don't know if *Pandora* has too many educational uses outside of the music classroom, but it has saved my sanity many times by allowing me to listen to just the sort of music I feel like listening to as well as introducing me to music that I never knew I would like. Even if you don't explore it in depth, you just may find yourself plugging in your headphones as you do your coursework using Pandora as your soundtrack!

You needn't get too in depth with *Europa Film Treasures*; I just want you to know it exists. It is an archive of films from the early days of cinema. There are so many interesting historical films available that can enrich learning. As library media specialists, we have the opportunity to point teachers and students towards them. Google has a video search option that can be incredibly helpful with this.

Now to your **assignments** - yes, that is an “s” at the end of assignment. First is the written assignment in the assignment folder. You are to choose a topic and a grade level (you can look in the state standards if you are having a hard time choosing, but you don't need to be that specific) and search for 5 videos and 3 podcasts that could be used to teach it and do a three-sentence annotation for each of them. (Who made the video/podcast? What content does it cover? Why do you think it would be useful?) If you are choosing media for younger students you might want to do two separate sets because it may be more difficult to find content geared towards early elementary students. As long as you have the five video and three podcasts in some sort of groupings, you are fine.

Also, I want you to create some multimedia and upload it to your blog. Before you run screaming into the night, hear me out. Some of you already uploaded an Animoto short last week – congratulations, you are done! If you have used VoiceThread already – congratulations, post a link to a conversation you have had and you are done! If you have made a podcast or a home video that you can upload, upload it and put a link in your blog and you are done!

Finally, I would like for you to take a look at a handheld media player. An iPhone, iPod touch or iPad would be best because in addition to holding music and a browser, there are all the Mac apps that will be easing their way into education soon. But if you don't have a nearby Apple Store or a friend who has one, you can take a look at a regular old iPod just to get an idea of the possibilities for education.

And of course look in the **discussions** threads for topics you wish to comment on. Don't forget to follow the rubric.

To Recap:

**Reading:**

Richardson, 109-128.

McIntosh, Jonathan. "Buffy vs. Edward Unfairly Removed ny Lionsgate." January 9, 2013

<http://www.rebelliouspixels.com/2013/buffy-vs-edward-remix-unfairly-removed-by-lionsgate>

Schrock, Kathy. "Podcasting in the Classroom." Discovery Education, 2011.

<http://school.discoveryeducation.com/schrockguide/gadgets.html>

Torrone, Phillip "What is Podcasting?", O'Reilly Media, July 20, 2005.

<http://digitalmedia.oreilly.com/2005/07/20/WhatIsPodcasting.html>

**Exploration:**

YouTube <http://youtube.com>

TeacherTube <http://teachertube.com>

Vimeo <http://vimeo.com/>

Itunes <http://www.apple.com/itunes/podcasts/>

Education Podcast Network <http://epnweb.org/>

VoiceThread <http://voicethread.com>

Pandora <http://pandora.com/>

Europa Film Treasures <http://www.europafilmtreasures.eu>

**Assignment:**

Choose a topic in the state standards and search for 5 videos and 3 podcasts that could be used in the classroom and annotate them.

Recount your Online Digital Media journey in your blog by creating some online media. The simplest method is animoto. You can create a video and upload it to youtube, teachertube or vimeo,. You can create a podcast if you have the software or if you are incredibly brave and interested, using the O'Reiley article to download the software and create one. Don't forget to take a look at iPhone, iPod or iPad technology and comment on your observations.

**Discussion:**

Look in the "discussions" threads for topics you wish to comment on, or start a discussion of something that struck you as interesting. Don't forget to follow the rubric.